

drive from Toronto and takes off there with his wife and three children whenever he can.

About the same time that the firm moved to new premises, a new project appeared on the books. It was to develop an image for a new beer, Octoberfest, being marketed by Formosa Spring Brewery, which had been acquired by the Phillip Morris subsidiary Benson & Hedges. This was followed through by Keg Ale and Diamond Lager. Then the operation was bought by Molson's.

But a month later, Savage Sloan went with Labatt's and started the graphics for Blue, 50, Skol and some other projects. The other projects included some image work within Labatt's promotional activities such as International Junior Hockey Tournament out west last winter. This stretched from posters and promotional letterheads to the design and fabrication of the trophies.

"This is the kind of thing that juices Bill and me up," Savage enthuses. "Getting our teeth into a to-

tal program. As you know, Bill looks after the industrial design group and I'm responsible for packaging. How would I describe my particular strengths? In graphic design market interpretation.

"I almost always get involved in the conceptual stages and client concept and follow-through. What the client's goals and objectives are for a product and to ensure that this fits in with the marketing strategy already determined. I'm particularly attuned to the definition of goals and interpreting them into graphic language," he said.

Savage as a professional is very much packaging oriented. That's obvious in the work-load of the past 16 years. Yet despite this, the firm lists itself as an industrial design shop. Why?

"Because we feel that industrial design is the philosophy for problem solving within the restraints or strengths of the arts/science discipline. We were taught how to work with the basic tools of the art-

ist or communicator and to approach two- and three-dimensional problems in the same way. That is organizational—and applying one of the dictums of the industrial designer's dialogue, form follows function, address the problem in the same way. Whether the project is a cigarette package or an annual report. There really isn't anything new about this—I think Raymond Loewy said it in 1933," Savage declared.

The formula, the philosophy, the mode of client-interface obviously works. In the 20 years since Savage and Sloan graduated from the industrial design department of the Ontario College of Art, they've prospered and grown both as individuals and as a design entity.

Savage is a past-president of the Ontario Chapter of the Association of Industrial Designers and has been a consultant to the Manitoba Design Institute.

That's not bad for a Bluenoser from Halifax who thinks he has discovered the secret of perpetual youth.

Beginning a new service to our readers, Canadian Packaging presents this annual editorial index covering the full 12 months of 1977. We trust it will become a handy guide to quickly refer to articles published in the past year.

Editorial index — 1977

TITLE	MONTH	PAGE	TITLE	MONTH	PAGE
CODING, LABELING & MARKING			Labeling saves time, energy & labor costs.....	Sept.	17
Coding, dating, marking & stamping.....	Dec.	17	Laser beam used to "mark" a wide variety of packages.....	June	24
Complete & permanent identification is provided by in-line bottom coder.....	Dec.	20	Materials report (ink).....	April	31
How one producer licked several problems with a new marking system.....	Dec.	20	New P/S labeling system applies soft, pliable film.....	Sept.	19
Imageable graphic transfers aid packagers.....	April	13	O'Keefe gets new labels.....	Feb.	13
International design labels have new "outdoor freshness"	May	14	Pros and Cons of open dating.....	March	35
Labels for business sake	Aug.	19	Self adhesive label foils oil spills	March	15
			CONVERTING AND BOXMAKING		
			Die cutter for folding carton industry.....	Nov.	12

TITLE	MONTH	PAGE	TITLE	MONTH	PAGE
Color data system—highlight of show in Tokyo	Dec.	14	West Coast specialist claims flexibility is biggest asset.....	April	14
Electron beam processing.....	Nov.	17	MERCHANDISING & MARKETING		
First use in Canada of electrostatic case printing.....	Jan.	130	Heeding the signs of change.....	Aug.	13
Multi-use embosser is made in Canada	Nov.	12	High visibility with corrugated	Oct.	13
New “hickey picking” roller.....	Dec.	14	How the package can help promote product in the marketplace.....	Aug.	26
New photo-processing system for package printing.....	Sept.	35	New pack helps introduce old product to supermarkets.....	March	15
Printing on foil.....	Nov.	20	No packaging change needed to add coupon	April	13
Printing plates for less money	Nov.	13	Packaging a part of promotion	June	13
MANAGEMENT AND PACKAGING		144	Packaging ideas—from our files	March	26
Associations of interest to packagers.....	July	15	Restaging of instant coffee improves share of market.....	Aug.	18
Canada's packaging expenditure to be \$3.44 billion for year.....	April	14	Retort pouch packaging continues to develop.....	Nov.	24
Coming up soon: A new breed of packaging man (and woman).....	Aug.	29	So you are planning to package a new product	June	26
Communications: The ingredient when seeking satisfaction with new equip.....	May	19	Spice bottle turns into a spice mill.....	Aug.	9
Comments from 1977 PAC Chairman.....	April	37	The package as a communicator	Aug.	18
Competitive spirit lures Canadians “outside” for converter services.....	Nov.	30	3-D folding carton	Oct.	13
Consumer research—and packaging.....	Sept.	32	MATERIALS—PACKAGING		
How to profit from a show—for the visitor.....	Oct.	40	Childproof packaging material.....	Dec.	14
—for the exhibitor.....	Oct.	38	C/R closure for composite cans.....	March	13
Industry profile: Lynn Jamison	Feb.	36	Composite can gets the nod	Dec.	15
Grace Hutchings	March	36	First shipment of viscous hot melt wax coating is successful.....	Nov.	22
Jack Walsh	May	67	First retortable plastic can	Dec.	15
William Gibson	June	68	Hot melt cost reduction provides benefits for production & customers.....	Nov.	23
Guy French.....	Sept.	32	Material report: Adhesives	April	18
Norm Morris.....	Nov.	40	Films	April	21
Dave Savage	Dec.	38	Foils	April	23
Ontario Research forms packaging group.....	May	36	Glass	April	23
PAC-EX 77 Preshow guide	Oct.	28	Laminations	April	24
PAC EX 77 roundup.....	Nov.	31	Plastics	April	26
Paper chief complains about paper.....	June	12	Paper & paperboard	April	29
Photos from PAC Annual meeting.....	April	25	Metals	April	31
Research may open up Japanese packaging for BC wood products	Sept.	30	Metal Tube Council and manufacturer push tubes for food	Feb.	13
Report on year & meeting talks (PAC).....	April	15	New film deals with solid waste	Jan.	126
The case for modular packaging.....	March	38	Packaging adhesives: Where they are and where they're going	June	33
The importance of GATT for packaging	June	16	Paper & paperboard in packaging	Sept.	23
The ozone/fluorocarbon controversy.....	Feb.	40	Plastics in packaging	Feb.	17
U.S. firms start metric packages.....	March	28	New papermaking a “first”	June	13
		38	Self adhesive upgrade meat case	Dec.	14
			The “block-ready” breakthrough	May	22
			NEW DEVELOPMENTS		
		26	A manufacturer opens his door to show new plastic package uses.....	Feb.	20
		13			

TITLE	MONTH	PAGE	TITLE	MONTH	PAGE
Boon for bulk packaging for supermarkets	Nov.	12	When to change your package—and when not to	Aug.	23
Dramatic change in transparent film	Feb.	18	Winning a gold packaging award takes time, patience, & cooperation	Dec.	24
Handy tape dispenser for packagers	Nov.	13			
Metal detection reduces complaints	Aug.	31			
Mini-bag packaging system boosts productivity and reduces costs	June	13	PLANT OPERATIONS		
New collapsible container saves when packing or shipping many products	Sept.	16	Addition of modern equipment is no handicap for profits—or growth	March	37
New concept for plastic package hinge	Dec.	15	A comparative look at bundling methods available today	June	34
New packaging requirements give big advantage to paper and paperboard	Sept.	24	A new conveyor principle offers packagers extra advantages	Feb.	35
The re-pack universe is expanding—with shrink	May	34	Bag-in-box packaging improves equipment	May	14
Wrapping equipment review—from our files	May	32	Blister forming time reduced by two thirds	Sept.	19
			Buyers Guide 1977-1978	July	19
			(complete)		
			Cold glue has place in carton sealing	Feb.	40
			Collating & wrapping mixed product without a retaining tray	May	37
			Custom built machine gives 300% pack increase	Feb.	13
			Delicate product packaged safely with urethane foam	May	17
			Dual head stapler saves on costs	June	15
			Eliminating bottle necks with a double L-bar sealer	May	28
			Flexibility in meeting requirements	April	14
			Guidelines for buying and selling packaging machinery—successfully	June	22
			Infinite length form-fill-seal packager	May	36
			New automated packaging system boosts output 150%	March	30
			New line divider can cut downtime from 2 hours to 3 minutes production	Sept.	17
			Packaging and the production line	June	19
			Packaging Machinery Specifications Manual	Jan.	32
			Package control on high speed line	Sept.	21
			Risks to riches—the RF 240 story	May	24
			Specialization is key in production of plastics	Feb.	23
			The lab—and product protection	March	24
			Trade-offs in maintenance	June	20
			Two can weigh better than one	Sept.	21
			Two case histories of wrapping	May	27
PACKAGE DESIGN					
Bag-in-box for hazardous products	Aug.	8			
Designing corrugated containers for the distribution chain	March	20			
Latest in bilingual labeling changes	Jan.	10			
Leakage protection designed in pack	June	15			
Low cost absorbent package	Oct.	13			
Fruit carton cuts pack costs 40%	March	15			
Nitrile bottle ideal for liquid air freshener	Aug.	9			
On-site, container-assembly systems	Nov.	13			
Package award winners from Scandinavia	Aug.	11			
Packaging problem solved with blister separator	Aug.	8			
Package design for contemporary markets	Feb.	15			
Packaging for distribution	March	19			
Pouch atomizer for powder	May	17			
Reusable pilfer-proof container	Nov.	13			
Snacks successfully marketed in cans	April	14			
The "Gold" awards in the 1977 PAC packaging competition	Dec.	23			
2-pack idea separates and protects	Aug.	9			
U.H.T. milk package scores again—with orange juice	Sept.	26			